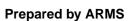




		Counties: Winston, AL
20,00	2000 Total Population	24,843
	2000 Group Quarters	306
	2008 Total Population	24,605
	2013 Total Population	24,438
	2008 - 2013 Annual Rate	-0.14%
0.0	2000 Households	10,107
	2000 Average Household Size	2.43
4111 /	2008 Households	10,280
	2008 Average Household Size	2.36
	2013 Households	10,304
	2013 Average Household Size	2.34
	2008 - 2013 Annual Rate	0.05%
	2000 Families	7,286
	2000 Average Family Size	2.89
	2008 Families	7,328
	2008 Average Family Size	2.86
	2013 Families 2013 Average Family Size	7,274 2.85
	2008 - 2013 Annual Rate	-0.15%
	2000 - 2013 Allitual Nate	-0.13%
	2000 Housing Units	12,502
	Owner Occupied Housing Units	64.7%
	Renter Occupied Housing Units	16.1%
	Vacant Housing Units	19.2%
	2008 Housing Units	13,183
	Owner Occupied Housing Units	62.9%
	Renter Occupied Housing Units	15.1%
	Vacant Housing Units	22.0%
	2013 Housing Units	13,416
	Owner Occupied Housing Units Renter Occupied Housing Units	61.8% 15.0%
	Vacant Housing Units	23.2%
	vacant ribusing office	23.270
	Median Household Income	
	2000	\$28,020
	2008	\$32,716
	2013	\$35,417
	Median Home Value	Ф <b>Г</b> О 0.40
	2000	\$53,248
	2008 2013	\$77,624 \$80,640
	Per Capita Income	\$80,640
	2000	\$15,738
	2008	\$13,738 \$17,847
	2013	\$19,182
	Median Age	Ψ13,102
	2000	38.0
	2008	40.2
	2013	42.2

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

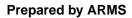




	,
2000 Households by Income	
Household Income Base	10,125
< \$15,000	26.5%
\$15,000 - \$24,999	18.0%
\$25,000 - \$34,999	17.8%
\$35,000 - \$49,999	15.7%
\$50,000 - \$74,999	12.9%
\$75,000 - \$99,999 \$400,000 - \$440,000	4.5%
\$100,000 - \$149,999	2.9%
\$150,000 - \$199,999 \$200,000 :	0.8%
\$200,000+ Average Household Income	0.8% \$38,192
-	ψ30,192
2008 Households by Income	10.290
Household Income Base < \$15,000	10,280 21.4%
\$15,000 - \$24,999	16.1%
\$15,000 - \$24,999 \$25,000 - \$34,999	15.2%
\$35,000 - \$34,999 \$35,000 - \$49,999	19.9%
\$50,000 - \$ <del>4</del> 9,333 \$50,000 - \$74,999	16.3%
\$75,000 - \$99,999	5.5%
\$100,000 - \$149,999	3.5%
\$150,000 - \$199,999	1.1%
\$200,000+	1.0%
Average Household Income	\$42,364
2013 Households by Income	
Household Income Base	10,304
< \$15,000	19.9%
\$15,000 - \$24,999	14.8%
\$25,000 - \$34,999	14.7%
\$35,000 - \$49,999	18.6%
\$50,000 - \$74,999	19.2%
\$75,000 - \$99,999	6.5%
\$100,000 - \$149,999	4.2%
\$150,000 - \$199,999	1.1%
\$200,000+	1.1%
Average Household Income	\$45,096
2000 Owner Occupied HUs by Value	
Total	8,087
<\$50,000	47.0%
\$50,000 - 99,999	33.2%
\$100,000 - 149,999	9.3%
\$150,000 - 199,999	4.0%
\$200,000 - \$299,999	3.8%
\$300,000 - 499,999	1.2%
\$500,000 - 999,999	0.9%
\$1,000,000+	0.6%
Average Home Value	\$80,747
2000 Specified Renter Occupied HUs by Contract Rent	4.044
Total With Cook Boot	1,941
With Cash Rent	75.2%
No Cash Rent	24.8%
Median Rent	\$230 \$335
Average Rent	\$225

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.



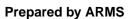




1

	Counties: Winston, AL
2000 Population by Age	
Total 0 - 4	24,843
0 - 4	6.2%
5 - 9	6.6%
10 - 14	6.8%
15 - 19	6.6%
20 - 24	5.4%
25 - 34	13.6%
35 - 44	15.1%
45 - 54	14.0%
55 - 64	11.5%
65 - 74	8.0%
75 - 84	4.6%
85+	1.6%
	76.3%
18+	76.3%
2008 Population by Age	
Total	24,605
0 - 4	6.3%
5 - 9	6.2%
10 - 14	6.1%
15 - 19	5.7%
20 - 24	5.2%
25 - 34	12.7%
35 - 44	14.8%
45 - 54	14.6%
55 - 64 65 - 74	13.2%
65 - 74	8.8%
75 - 84	4.7%
85+	1.8%
18+	77.8%
2013 Population by Age	
Total	24,438
0 - 4	6.2%
5 - 9	5.9%
10 - 14	6.2%
15 - 19	6.0%
20 - 24	5.0%
25 - 34	11.0%
35 - 44	13.7%
45 - 54	15.7%
55 - 64	13.9%
65 - 74	9.3%
75 - 84	5.0%
85+	2.0%
18+	78.1%
2000 Denuisies by Ser	
2000 Population by Sex	10.007
Males	49.0%
Females	51.0%
2008 Population by Sex	
Males	49.2%
Females	50.8%
2013 Population by Sex	
Males	49.2%
Females	50.8%
remaies	50.8%



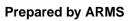




		***************************************
	2000 Population by Race/Ethnicity	04.040
	Total	24,843
	White Alone	97.3%
	Black Alone	0.4%
	American Indian Alone	0.5%
	Asian or Pacific Islander Alone	0.1%
	Some Other Race Alone	0.9%
	Two or More Races	0.8%
	Hispanic Origin	1.5%
	Diversity Index	8.1
	2008 Population by Race/Ethnicity	
	Total	24,605
	White Alone	96.4%
	Black Alone	0.4%
	American Indian Alone	0.5%
	Asian or Pacific Islander Alone	0.2%
	Some Other Race Alone	1.5%
	Two or More Races	1.0%
	Hispanic Origin	2.5%
	Diversity Index	11.6
	Divoloky mack	11.0
	2013 Population by Race/Ethnicity	
	Total	24,438
	White Alone	95.6%
	Black Alone	0.4%
	American Indian Alone	0.6%
	Asian or Pacific Islander Alone	0.3%
	Some Other Race Alone	2.0%
	Two or More Races	1.2%
	Hispanic Origin	3.3%
	Diversity Index	14.5
<b>€</b>	2000 Population 3+ by School Enrollment	
4	Total	24,024
$\mathbf{A}$	Enrolled in Nursery/Preschool	1.1%
	Enrolled in Kindergarten	1.4%
	Enrolled in Grade 1-8	11.7%
	Enrolled in Grade 9-12	4.9%
	Enrolled in College	2.6%
	Enrolled in Grad/Prof School	0.3%
	Not Enrolled in School	78.0%
	Not Effolied in School	70.070
	2008 Population 25+ by Educational Attainment	
	Total	17,314
	Less than 9th Grade	13.0%
	9th - 12th Grade, No Diploma	18.7%
	High School Graduate	37.4%
	Some College, No Degree	17.2%
	Associate Degree	4.2%
	Bachelor's Degree	5.0%
	Graduate/Professional Degree	4.6%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ ethnic groups.





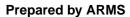


©2008 ESRI

Counties: Winston, AL

0	2008 Population 15+ by Marital Status	
٠,	Total	20,004
	Never Married	16.4%
	Married	63.7%
	Widowed	8.1%
	Divorced	11.7%
n	2000 Population 16+ by Employment Status	
	Total	19,544
	In Labor Force	58.2%
	Civilian Employed	54.5%
	Civilian Unemployed	3.6%
	In Armed Forces	0.1%
	Not in Labor Force	41.8%
	2008 Civilian Population 16+ in Labor Force	
	Civilian Employed	92.2%
	Civilian Unemployed	7.8%
	2013 Civilian Population 16+ in Labor Force	
	Civilian Employed	92.9%
	Civilian Unemployed	7.1%
	2000 Females 16+ by Employment Status and Age of Children	40.050
	Total	10,052
	Own Children < 6 Only	8.1%
	Employed/in Armed Forces	4.2%
	Unemployed	0.6%
	Not in Labor Force	3.4%
	Own Children < 6 and 6-17 Only	6.4%
	Employed/in Armed Forces	3.6%
	Unemployed	0.5%
	Not in Labor Force	2.2%
	Own Children 6-17 Only	17.8%
	Employed/in Armed Forces	11.4%
	Unemployed	1.4%
	Not in Labor Force	5.1%
	No Own Children < 18	67.6%
	Employed/in Armed Forces	25.1%
	Unemployed	1.6%
	Not in Labor Force	41.0%

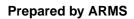






<b>35</b> 7-	

	Counties: Winston, AL
2008 Employed Population 16+ by Industry	
Total	9,173
Agriculture/Mining	3.7%
Construction	7.7%
Manufacturing	29.0%
Wholesale Trade	2.6%
Retail Trade	12.7%
Transportation/Utilities	8.3%
Information	0.6%
Finance/Insurance/Real Estate	3.8%
Services	28.8%
Public Administration	2.9%
2008 Employed Population 16+ by Occupation	
Total	9,173
White Collar	42.4%
Management/Business/Financial	9.0%
Professional	12.5%
Sales	10.5%
Administrative Support	10.4%
Services	12.3%
Blue Collar	45.2%
Farming/Forestry/Fishing	1.2%
Construction/Extraction	9.3%
Installation/Maintenance/Repair	5.5%
Production	14.8%
Transportation/Material Moving	14.5%
2000 Workers 16+ by Means of Transportation to Work	
Total	10,428
Drove Alone - Car, Truck, or Van	80.9%
Carpooled - Car, Truck, or Van	13.6%
Public Transportation	0.2%
Walked	1.4%
Other Means	0.9%
Worked at Home	3.0%
2000 Workers 16+ by Travel Time to Work	
Total	10,428
Did Not Work at Home	97.0%
Less than 5 minutes	5.5%
5 to 9 minutes	15.9%
10 to 19 minutes	28.8%
20 to 24 minutes	10.5%
25 to 34 minutes	14.8%
35 to 44 minutes	5.0%
45 to 59 minutes	6.5%
60 to 89 minutes	4.3%
90 or more minutes	5.6%
Worked at Home	3.0%
Average Travel Time to Work (in min)	26.4
2000 Households by Vehicles Available	
Total	10,107
None	7.7%
1	30.1%
2	38.2%
3	16.5%
4	5.6%
5 <del>+</del>	1.9%
Average Number of Vehicles Available	1.9
Avoiage (valide) of verifies Available	1.9





	Counties: Winston, AL
2000 Households by Type	
Total	10,107
Family Households	72.1%
Married-couple Family	59.6%
With Related Children	25.7%
Other Family (No Spouse)	12.5%
With Related Children	8.3%
Nonfamily Households	27.9%
Householder Living Alone	25.6%
Householder Not Living Alone	2.3%
Households with Related Children	34.0%
Households with Persons 65+	25.5%
2000 Households by Size	
Total	10,107
1 Person Household	25.6%
2 Person Household	35.1%
3 Person Household	19.1%
4 Person Household	13.9%
5 Person Household	4.6%
6 Person Household	1.2%
7+ Person Household	0.5%
2000 Households by Year Householder Moved In	
Total	10,107
Moved in 1999 to March 2000	17.0%
Moved in 1995 to 1998	26.2%
Moved in 1990 to 1994	17.1%
Moved in 1980 to 1989	16.8%
Moved in 1970 to 1979	10.7%
Moved in 1969 or Earlier Median Year Householder Moved In	12.2% 1993
2000 Housing Units by Units in Structure	
Total	12,502
1, Detached	59.9%
1, Attached	0.8%
2	1.9%
3 or 4	2.0%
5 to 9	1.2%
10 to 19	0.2%
20+	0.2%
Mobile Home	33.5%
Other	0.3%
2000 Housing Units by Year Structure Built	
Total	12,502
1999 to March 2000	3.0%
1995 to 1998	10.0%
1990 to 1994	11.0%
1980 to 1989	20.6%
1970 to 1979	24.1%
1969 or Earlier	31.2%
N. 15. W. O. 15. D. 16.	4070

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

Median Year Structure Built

1978





## **Prepared by ARMS**

Counties: Winston, AL

## **Top 3 Tapestry Segments**

1.Southern Satellites2.Rooted Rural3.Heartland Communities

2008 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

business revenue.	1 0 1
Apparel & Services: Total \$	\$12,741,261
Average Spent	\$1,239.42
Spending Potential Index	46
Computers & Accessories: Total \$	\$1,253,526
Average Spent	\$121.94
Spending Potential Index	51
Education: Total \$	\$5,973,465
Average Spent	\$581.08
Spending Potential Index	42
Entertainment/Recreation: Total \$	\$23,843,560
Average Spent	\$2,319.41
Spending Potential Index	62
Food at Home: Total \$	\$30,688,857
Average Spent	\$2,985.30
Spending Potential Index	61
Food Away from Home: Total \$	\$20,321,338
Average Spent	\$1,976.78
Spending Potential Index	58
Health Care: Total \$	\$29,497,200
Average Spent	\$2,869.38
Spending Potential Index	70
HH Furnishings & Equipment: Total \$	\$12,086,741
Average Spent	\$1,175.75
Spending Potential Index	51
Investments: Total \$	\$3,704,854
Average Spent	\$360.39
Spending Potential Index	36
Retail Goods: Total \$	\$173,088,532
Average Spent	\$16,837.41
Spending Potential Index	62
Shelter: Total \$	\$76,868,637
Average Spent	\$7,477.49
Spending Potential Index	48
TV/Video/Sound Equipment: Total \$	\$8,451,486
Average Spent	\$822.13
Spending Potential Index	57
Travel: Total \$	\$9,986,287
Average Spent	\$971.43
Spending Potential Index	52
Vehicle Maintenance & Repairs: Total \$	\$6,219,474
Average Spent	\$605.01
Spending Potential Index	61

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.